Alabama Business

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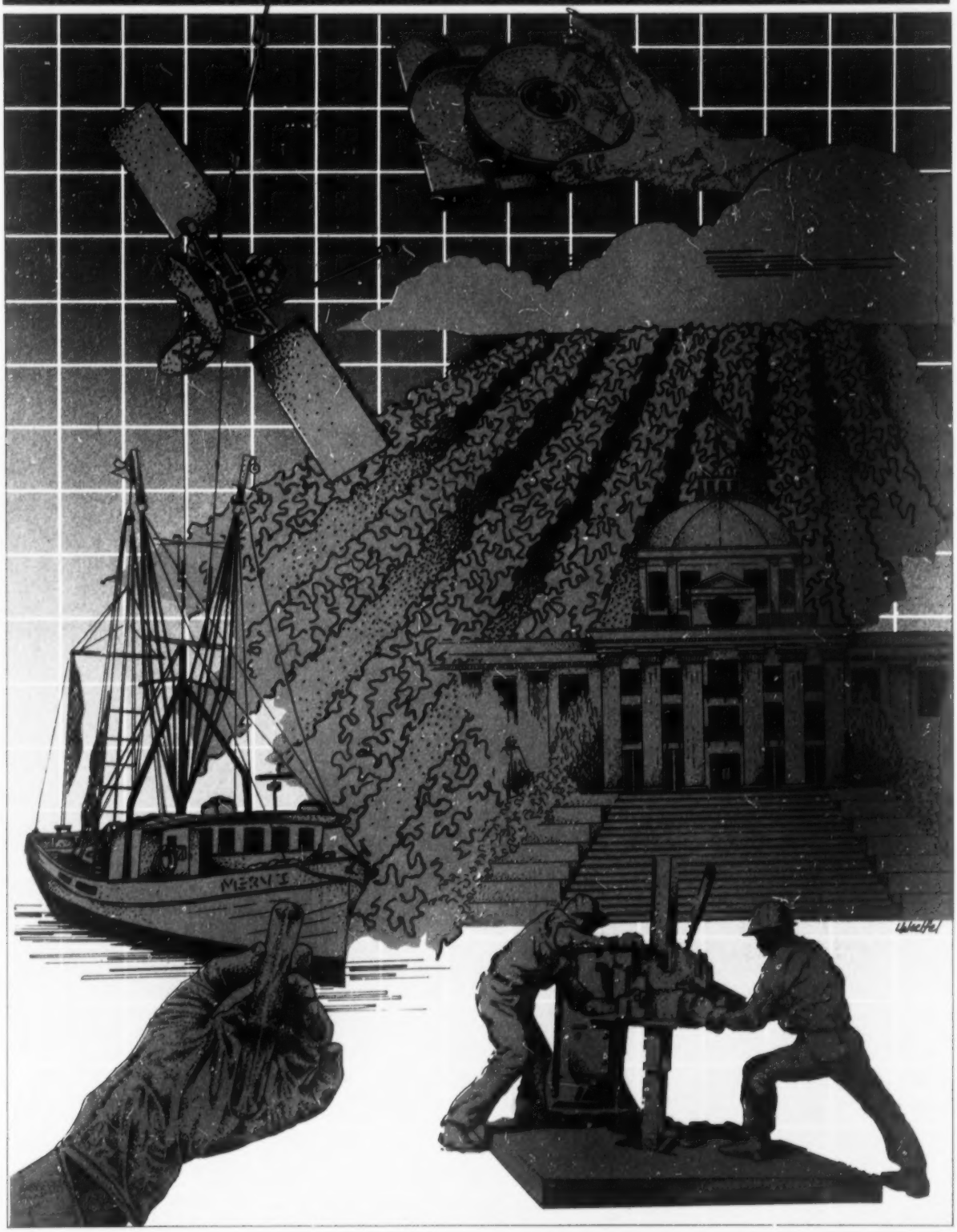

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The Center for Business and Economic Research at The University of Alabama and the Alabama Department of Economic and Community Affairs cordially invite you to attend a seminar on the

Alabama Economic Outlook -- Quarterly Update

Wednesday, September 13, 1989
10:30 a.m. to 1:30 p.m.

Huntsville Marriott Hotel
Five Tranquility Base
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10:30-10:45	**Registration and Coffee**
10:45-11:00	**Welcome and Introductions** Dr. J. Barry Mason, Dean College of Commerce & Business Administration The University of Alabama Mr. Fred O. Braswell, III, Director Alabama Department of Economic & Community Affairs
11:00-11:45	**Alabama Outlook 1989/90** Dr. William D. Gunther, Director Center for Business and Economic Research The University of Alabama
12:00- 1:30	**The Economic Impact of the Space Station Project** Robert W. Hager Vice President - General Manager Boeing Aerospace and Electronics Huntsville Division

The registration fee is $25 which includes lunch and a copy of the *Alabama Economic Outlook* publication. The deadline to register is September 6. Please make checks payable to The University of Alabama and send with name, address, and telephone number to:

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Governor's Economic Outlook Conference

THE GRAYING OF ALABAMA: FOCUS ON THE MATURE MARKET

Robert A. Robicheaux

A description of a population according to some selected characteristics--such as age, sex, race, income and/or education--is referred to as *demographics*. Changing demographics alter market opportunities. Market opportunities are influenced by (1) the number of people in an area, (2) the nature of those persons' wants and needs, and (3) the ability of those people to pay for goods and services that satisfy their wants and needs (i.e., their income).

The basic element of these three is population, which changes because of births, deaths, and migration. By analyzing the changes that are taking place in Alabama's demographics, businesses can predict shifts in the demand for a variety of goods and services.

In 1987 the population of Alabama totaled about 4.15 million people. By the year 2000, just 13 years later, the population will have grown to nearly 4.70 million, an increase of 13.2 percent (548,098 persons). However, while the 13.2 percent projected growth of Alabama's population exceeds the national average of 10.1 percent over that 13 year period, it is the lowest growth rate projected by the Census Bureau for any Sunbelt state. Florida and Texas are the fastest growing Sunbelt states while Mississippi and Alabama are pulling up the rear in population growth.[1]

A slower than average regional growth can mean a slower than average growth in market opportunity. Alabama marketers interested in identifying emerging market opportunities can benefit from a detailed examination of the variations in growth to be experienced among different age segments of the state's population.

The *baby boomers*, the generation of people born between 1946 and 1964 who account for nearly a third of our population, have attracted the most interest from marketers and will continue to impact market opportunities into the 21st century. As they have influenced the education system, the music and entertainment industry, the housing industry, and the workplace, the boomers will increasingly affect market opportunities for goods and services that are traditionally demanded by citizens in their thirties and forties.

A largely ignored age segment of America and Alabama is expanding dramatically and creating exciting new market opportunities. This is the 55 and over population, referred to as the *mature market* by market analysts. While Alabama's total population will grow by 548,098 by 2000 over its 1987 level, nearly 25 percent of that growth will be among persons aged 55 and above!

Nationally, people over 50 control nearly 70 percent of the net worth of all households and per capita income peaks between 55 and 60.[2] Thus, the mature market segment in Alabama is one that is growing and can be expected to possess considerable discretionary income throughout the 1990s.

Comparisions of Per Capita Household Expenditures

Expense Category	Per Capita Household Expenditure U.S. Total	Mature Households
Mature Market Expenditures Significantly Higher:		
Food (At home consumption)	$885	$ 1,014
Health Care	347	598
Personal Services (Females)	47	71
Newspapers	24	34
Life Insurance, Endowments, Annuities	115	141
Contributions	272	377
Mature Market Expenditures Significantly Lower:		
Furniture	$ 104	$ 85
Apparel	426	375
Vehicle Purchases	697	594
Vehicle Financing	82	54
Entertainment	374	321
Alcohol	110	88

Mature Population Projections for Alabama

The mature market consists of four segments: the "younger olders" who are approaching retirement (55 to 64), the "middles" (65 to 74), the "seniors" (75 to 84), and the "very old" (85 and older).[3] As shown in Table I, the number of persons aged 55 and above will grow by 136,700 and will total 1,023,400 by the turn of the century. The number of persons 85 and older, the fastest growing segment of the state's population, will increase by 27,170 or 80.5 percent in the 1990s.

The expansion of the mature market is not even across the state, however. The detailed growth projections for the state's ten Metropolitan Statistical Areas (MSA) shown in Table II reveal Huntsville, Decatur, and Dothan to be the areas with the greatest proportional increases projected in the mature market population.

The total population of Huntsville is projected to grow by 45,643 persons (19.1 percent, from 239,355 to 284,998). The mature market segment alone is projected to grow by 22,335 from 46,023 to 68,358 and to account for nearly 50 percent of the total Huntsville MSA population expansion.

In Decatur, the total MSA population is projected to expand by 131,327 to 149,804, an increase of 14.1 percent and 18,477 persons. Decatur's mature market will grow from 27,317 by 6,926 to 34,243, a 25.4 percent increase and more than 37 percent of the MSA's population expansion.

Dothan's expansion will be very similar to Decatur's. Total MSA population will grow from 132,918 by 22,579 to 155,497, a 17.0 percent increase. The mature segment will expand from 25,006 by 5,828 to 30,834, up 23.3 percent.

The Birmingham MSA population will expand by only 12.5 percent and its mature market population will grow by only 9.3 percent. However, this aggregate picture clouds the projected expansion of the mature market population in Shelby County by 10,135 from 12,899 to 23,034, a 78.6 percent segmental increase. Of course, Shelby County's total population is expected to expand dramatically throughout this period.

Baldwin County in the Mobile MSA and the three counties which comprise the Montgomery MSA will also experience large increases in the mature market population. The mature market will expand by 16,681 persons in the Mobile MSA and 11,146 in the Montgomery MSA.

Table I

Alabama Population Projections by Age Group: 1987 to 2000

Age Segment	1987	2000	Increase (Decrease)	Percent Change
0-5	286,087	325,316	39,229	13.71%
5-9	310,785	340,478	29,693	9.55
10-14	359,525	368,014	8,489	2.36
15-19	353,752	363,286	9,534	2.70
20-24	373,694	396,482	22,788	6.10
25-29	325,567	340,202	14,635	4.50
30-34	297,793	291,668	(6,124)	-2.06
35-39	296,840	332,422	35,582	11.99
40-44	254,987	313,637	58,650	23.00
45-49	211,332	309,823	98,491	46.60
50-54	191,874	292,280	100,406	52.33
55-59	187,322	223,188	35,866	19.15
60-64	181,561	186,656	5,095	2.81
65-69	161,371	166,221	4,850	3.01
70-74	142,481	157,512	15,031	10.55
75-79	110,918	133,949	23,031	20.76
80-84	69,276	94,957	25,681	37.07
85 +	33,740	60,912	27,172	80.53
Total 55+	886,669	1,023,395	136,726	15.42
State Total	4,148,905	4,697,003	548,098	13.21

Source: Alabama State Data Center, Center for Business and Economic Research, The University of Alabama

Table II

Population Projections for Ages 55 and Over for Alabama's Ten Metropolitan Statistical Areas: 1987-2000

Metropolitan Statistical Areas/Counties	Population 1987	Population 2000	Increase (Decrease)	Percent Change
Alabama				
Total 55+	886,669	1,023,395	136,726	15.4%
Total all ages	4,148,905	4,697,003	548,098	13.2%
Anniston				
Calhoun	24,764	28,145	3,381	13.7%
Total 55+	24,764	28,145	3,381	13.7%
Total all ages	127,696	145,001	17,305	13.6%
Birmingham				
Blount	8,561	11,706	3,145	36.7%
Jefferson	153,432	151,524	(1,908)	-1.2%
St. Clair	9,781	14,189	4,408	45.1%
Shelby	12,899	23,034	10,135	78.6%
Walker	16,096	19,076	2,980	18.5%
Total 55+	200,769	219,529	18,760	9.3%
Total all ages	924,718	1,040,491	115,773	12.5%
Decatur				
Lawrence	6,563	7,877	1,314	20.0%
Morgan	20,754	26,366	5,612	27.0%
Total 55+	27,317	34,243	6,926	25.4%
Total all ages	131,327	149,804	18,477	14.1%
Dothan				
Dale	8,380	9,754	1,374	16.4%
Houston	16,626	21,080	4,454	26.8%
Total 55+	25,006	30,834	5,828	23.3%
Total all ages	132,918	155,497	22,579	17.0%
Florence				
Colbert	12,785	14,942	2,157	16.9%
Lauderdale	17,805	21,200	3,395	19.1%
Total 55+	30,590	36,142	5,552	18.1%
Total all ages	138,587	155,001	16,414	11.8%
Gadsden				
Etowah	25,640	26,274	634	2.5%
Total 55+	25,640	26,274	634	2.5%
Total all ages	104,747	109,996	5,249	5.0%
Huntsville				
Madison	46,023	68,358	22,335	48.5%
Total 55+	46,023	68,358	22,335	48.5%
Total all ages	239,355	284,998	45,643	19.1%
Mobile				
Baldwin	21,890	31,136	9,246	42.2%
Mobile	73,832	81,267	7,435	10.1%
Total 55+	95,722	112,403	16,681	17.4%
Total all ages	482,166	565,003	82,837	17.2%
Montgomery				
Autauga	6,507	10,225	3,718	57.1%
Elmore	10,459	14,011	3,552	34.0%
Montgomery	40,731	44,607	3,876	9.5%
Total 55+	57,697	68,843	11,146	19.3%
Total all ages	303,682	357,503	53,821	17.7%
Tuscaloosa				
Tuscaloosa	25,960	27,692	1,732	6.7%
Total 55+	25,960	27,692	1,732	6.7%
Total all ages	143,061	164,998	21,937	15.3%

Source: Alabama State Data Center, Center for Business & Economic Research, The University of Alabama.

An expansion in the number of Alabamians aged 55 and over will expand the demand for goods and services that are important to mature citizens. As will be described below, older persons spend their money differently than do younger Americans. This means that the expansion of Alabama's mature population throughout the 1990s will expand market opportunities for some businesses and contract opportunities for others.

How Older Persons Spend Their Money

Despite somewhat lower household incomes and total dollar expenditures, older persons spend as much or more than younger people on many goods and services on a per capita basis. The U.S. Bureau of Labor Statistics (BLS) recently reported on the spending patterns of Americans that are based on the 1984 Consumer Expenditure Survey.[5] Summarized in Table III are the spending patterns of older citizens, contrasted with those of the total population.

While mature person households spend 18 percent less than the national average, they own more assets and have fewer people to support, so they spend more of their income on themselves. Per capita expenditures in households headed by mature persons exceed the national average by $140. Mature persons spend significantly more in these categories.

There is considerable variation in expenditure levels among the mature market segments. Seniors and very old persons (75+) spend considerably more than the younger olders (55-64) on household operations and health care and make much higher levels of charitable contributions. The 75 plus group spends substantially less than the members of younger mature market segments on food away from home, furnishings, apparel, transportation, entertainment, alcohol, tobacco, and personal insurance.

Table III

Average Annual Per Capita Expenditures by Older Americans

Category	All Households	Households headed by persons aged: 55+	55-64	65-74	75+
No. persons/household	2.6	2.1	2.5	1.9	1.6
Total expenditures ($)	20,862	17,144	22,264	15,038	10,718
Expenditures per capita ($)	8,024	8,164	8,906	7,915	6,699
Food	1,262	1,381	1,441	1,428	1,166
At Home	885	1,041	1,041	1,067	949
Away from home	377	368	426	363	218
Housing	2,417	2,419	2,478	2,401	2,354
Shelter	1,344	1,200	1,250	1,160	1,166
Fuels, Utilities	630	783	751	836	808
Operations	121	131	105	132	208
Furnishings & Equipment	322	305	372	274	174
Furniture	104	85	113	63	43
Major Appliances	54	59	64	61	35
Small Appliances	24	25	29	26	13
Miscellaneous	88	81	99	73	41
Apparel	426	375	454	345	207
Males	110	84	106	74	41
Females	172	170	201	162	96
Transportation	1,640	1,536	1,774	1,540	881
Vehicle purchases	697	594	726	593	228
Vehicle financing	82	54	75	42	16
Gas and motor oil	407	401	454	412	241
Maintenance/repairs	169	164	179	164	123
Health Care	347	598	426	716	911
Health insurance	112	241	132	338	398
Medical services	175	240	210	243	331
Medicines	60	117	84	134	183
Personal Care	74	97	97	103	87
Females	47	71	69	78	69
Males	25	23	26	22	16
Entertainment	374	321	403	280	166
Fees, admissions	120	113	125	119	74
Televisions	84	73	82	69	58
Radio/sound equipment	35	24	37	13	6
Other	135	111	160	78	28
Reading Material	51	58	56	65	53
Newspapers	24	34	31	38	36
Magazine/Periodical	13	13	13	15	11
Book Clubs	4	3	4	3	2
Encyclopedia/Other	1	1	1	1	0

Table III (cont.)

Average Annual Per Capita Expenditures by Older Americans

Category	All Households	Households headed by persons aged: 55+	55-64	65-74	75+
Alcoholic Beverages	110	88	103	86	48
Tobacco/Smoking Supplies	87	88	106	87	41
Personal Insurance	742	646	992	374	141
Life, Annuities	115	141	185	121	56
Retirement, Pensions Social Security	626	505	808	254	84
Contributions	272	377	350	358	500
Charities	28	40	32	41	60
Religious	100	144	137	155	151
Educational	5	5	6	4	3
Political	3	6	6	5	4

Source: Calculations based upon the Bureau of Labor Statistics *1984 Consumer Expenditure Survey*.

Conclusions and Implications

Markets throughout Alabama are *graying*. Baby boomers will reach middle age in the 1990s and the number of persons aged 55 and above will grow faster than the rest of the population. That growth will vary around the state with the greatest expansion of the mature market taking place in the Huntsville, Decatur, Dothan, and Montgomery MSAs and in Shelby and Baldwin Counties.

The BLS 1984 Consumer Expenditure Survey reveals significantly different spending patterns in households headed by mature persons. Alabama marketers interested in selling to mature persons in the 1990s should not count on being able to sell to tomorrow's senior citizens as they sold to seniors in years past, however.[6] With better physical and mental health, more agile bodies, greater education, and higher levels of discretionary income, mature citizens in the coming decades can be expected to shed outdated feelings about *old age* and to seek personal indulgences and added meanings for their lives.[7] It is clear, though, that opportunities will abound for astute marketers in Alabama to satisfy the demands of the rapidly growing segment of mature persons.

Notes

[1] Census Bureau, Department of Commerce,25,The Wall Street Journal (February 9, 1988), p. 41.

[2] "Last Year It Was the Yuppies--This Year It's Their Parents," Business Week (March 10, 1986), pp. 68, 72, 74.

[3] William Lazer, "Dimensions of the Mature Market," The Journal of Consumer Marketing, Vol. 3 No. 3 (Summer 1986), pp. 23-34.

[4] This discussion is based upon William Lazer and Eric H. Shaw, "How Older Americans Spend Their Money," American Demographics (September 1987), pp. 36-41.

[5] Beth Harrison, "Spending Patterns of Older Persons Revealed in Expenditure Survey," Monthly Labor Review (October 1986), pp. 15-17.

[6] Betsy Sharkey, "Looking at the Elderly-to-Be," ADWEEK (November 21, 1989), pp. H.M. 29-30.

[7] Sandra van der Merwe, "GRAMPIES: A New Breed of Consumers Comes of Age," Business Horizons (November-December, 1987), pp. 14-19.

Robert Robicheaux is an Associate Professor of Marketing at The University of Alabama.

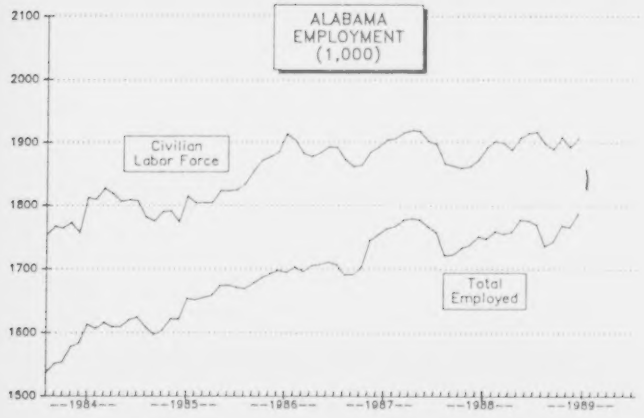
Technical Note

Beginning this month *General Business Indicators* on page 11 will no longer carry the value of imports and exports under the "Trade" heading. The Census Bureau, our source for these data, has discontinued distributing this series.

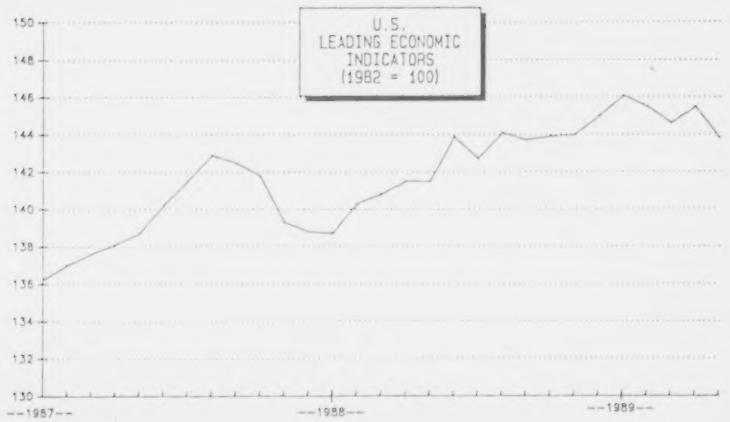
Data users are encouraged to contact Annette Watters at the Alabama State Data Center within the Center for Business and Economic Research (205/348-6191) for information about imports and exports by state.

ECONOMIC INDICATORS

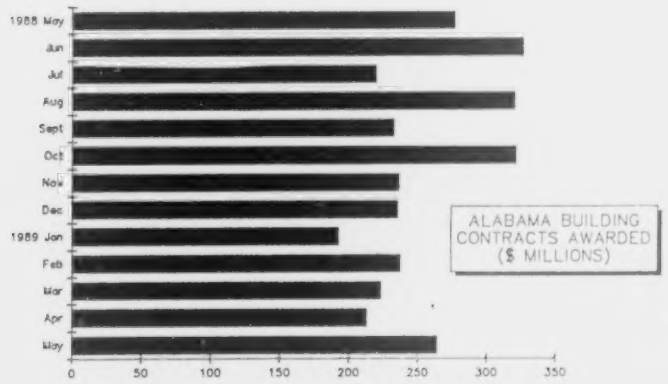
ALABAMA EMPLOYMENT



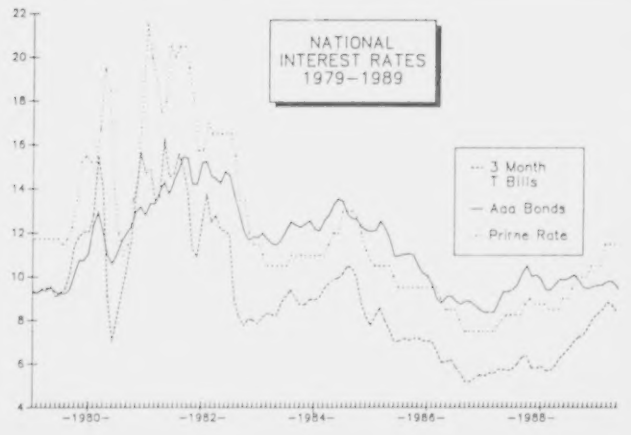
LEADING ECONOMIC INDICATORS



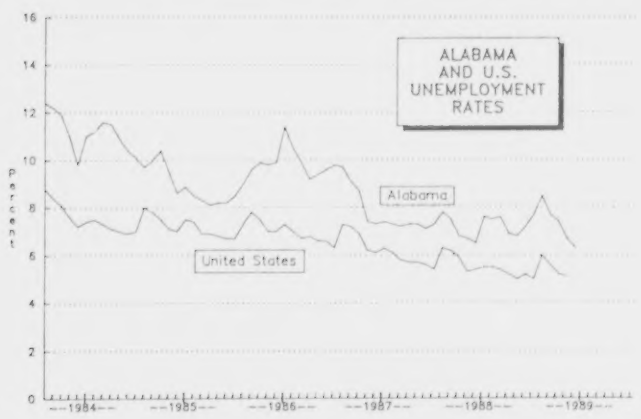
ALABAMA BUILDING CONTRACTS AWARDED



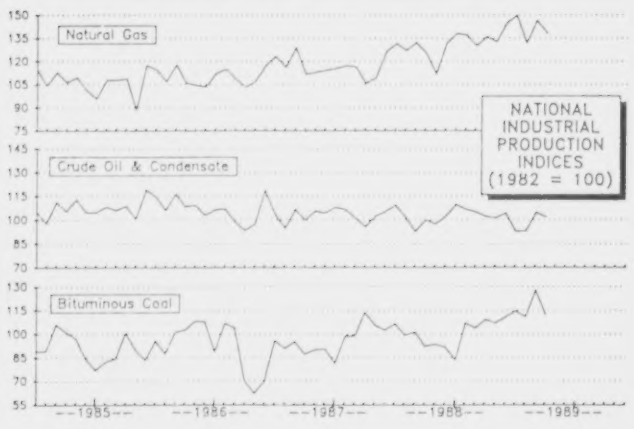
INTEREST RATES



U.S. AND ALABAMA UNEMPLOYMENT RATES



INDUSTRIAL PRODUCTION INDICES



GENERAL BUSINESS INDICATORS

Type of Activity	Annual		1988									1989			
	1987	1988	Apr	May	June	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Apr
INDUSTRIAL															
Bituminous coal production[1] (1,000 net tons)	24,870	26,055	1,991	2,023	1,980	1,803	2,312	2,242	2,360	2,311	2,393	2,478	2,394	2,765	2,426
Natural gas production (1,000,000 cu. ft.)	155,990	176,008	13,980	12,460	14,684	15,402	15,290	14,497	15,160	14,782	16,141	16,717	14,672	16,342	15,407
Cotton consumption (1,000 lbs.)	483,311	482,002	38,913	40,766	39,314	30,533	46,253	43,209	41,496	39,776	37,268	41,932	39,300	45,356	
Crude oil and condensate production[2] (1,000 barrels)	20,621	20,597	1,674	1,625	1,712	1,835	1,781	1,754	1,706	1,691	1,745	1,547	1,556	1,750	1,700
Electric energy consumption industrial purposes (1,000,000 kwh)	24,675	26,008	2,106	2,216	2,225	2,140	2,336	2,227	2,198	2,210	2,120	2,098	2,155	2,174	
Pulp, paper, and paperboard production (1,000 net tons)	6,904	6,977	578	560	579	615	579	590	579	531	595	619	551	583	613
CONSTRUCTION															
Building contracts awarded, new and alterations combined[3] ($1,000)	3,114,400	3,521,100	237,300	280,600	326,600	220,300	320,600	233,200	321,700	236,600	236,300	193,000	238,000	224,300	213,700
Residential	1,340,300	1,148,300	93,600	95,400	115,400	107,700	101,800	92,500	87,800	87,500	90,800	69,700	82,300	89,700	97,700
Nonresidential	1,009,700	1,460,300	105,000	49,200	101,400	57,400	96,600	81,500	93,300	93,600	78,400	107,600	57,400	89,300	62,300
Public works and utilities	764,300	912,500	38,600	136,100	109,900	55,100	122,200	59,100	140,700	55,500	67,100	15,600	98,300	45,500	53,600
Cement consumption (1,000 net tons)	1,401	1,398	124	134	132	113	129	111	126	115	111	93	76	111	123
TAX COLLECTIONS															
Title of Tax ($1,000)															
Total	3,052,983	3,184,030	304,905	293,848	251,194	228,259	268,782	274,317	242,778	270,761	255,829	271,830	260,683	333,788	330,038
Franchise	85,027	81,609	1,373	1,411	6,634	682	6,535	5,129	1,189	464	573	757	2,135	55,015	3,217
Gasoline (excl. aviation)	213,006	220,608	18,346	17,904	18,884	19,280	18,392	18,570	19,000	17,717	20,244	19,904	17,293	17,125	17,397
Income	1,249,376	1,296,181	120,451	161,604	111,394	55,974	125,306	112,966	65,791	120,789	106,266	86,088	133,760	138,344	150,169
Motor fuels	56,856	60,244	4,688	5,546	4,290	4,689	5,283	4,199	4,865	7,179	4,967	5,202	5,055	5,909	4,198
Oil/gas privilege	35,150	35,493	4,993	2,861	2,380	2,748	2,702	2,955	2,444	2,688	2,639	3,154	2,436	3,207	2,879
Oil/gas production	9,962	10,432	1,358	828	724	778	806	866	731	885	856	861	721	948	828
Sales	810,128	844,582	71,458	70,332	70,834	72,819	69,965	71,299	71,097	72,229	77,565	80,724	62,558	71,945	67,746
2.2% gross receipts	57,351	59,202	14,520	137	17	14,615	43	7	15,039	108	8	14,762	312	1	14,641
TVA electric	47,383	52,522	4,220	4,220	4,220	4,220	4,220	4,220	5,449	4,545	4,545	4,545	4,545	4,545	4,545
Tobacco	72,605	71,847	6,037	5,997	6,470	6,328	5,892	5,984	6,261	5,650	6,477	5,596	5,359	5,499	5,962
Use	88,397	97,843	20,373	1,329	1,553	21,997	1,862	1,460	21,941	1,577	1,302	22,706	1,847	1,315	20,350
Utility	165,984	171,014	13,650	11,802	14,217	13,463	15,604	14,877	13,604	14,143	14,517	15,968	15,032	14,754	13,333
PRICES															
Consumer Price Index: U.S. (1982 - 84 = 100)															
All items	113.6	118.3	117.1	117.5	118.0	118.5	119.0	119.8	120.2	120.3	120.5	121.1	121.6	122.3	123.1
Percent change	4.3	4.3	.5	.3	.4	.4	.4	.7	.3	.1	.2	.5	.4	.6	.7
Food	113.5	118.2	116.6	117.0	117.6	118.8	119.4	120.2	120.3	120.2	120.7	122.2	122.9	123.5	124.2
Housing	114.2	118.5	117.3	117.7	118.6	119.1	119.5	119.9	119.9	119.9	120.2	120.7	121.1	121.5	121.6
Fuel and utilities	103.0	104.4	102.8	103.5	105.9	106.0	106.1	106.4	105.4	104.3	105.0	106.0	105.9	105.9	106.2
Apparel and upkeep	110.6	115.4	117.0	116.3	114.6	112.7	112.6	117.8	120.7	119.9	118.0	115.3	115.3	119.3	120.9
Transportation	105.4	108.7	107.2	108.1	108.5	108.9	109.6	109.7	110.0	110.7	110.8	111.1	111.6	111.9	114.6
Medical care	130.1	138.6	136.9	137.5	138.2	139.3	139.9	140.4	141.2	141.8	142.3	143.8	145.2	146.1	146.8
Energy	88.6	89.3	87.3	88.7	91.0	91.4	92.3	91.9	89.9	88.9	88.7	89.0	89.3	89.8	94.9
Producer Price Index: U.S. (1982 = 100)															
All commodities	102.8	105.9	105.8	106.5	107.2	107.8	108.0	108.1	108.2	108.3	109.0	110.5	110.8	111.5	112.3
Industrial commodities	102.6	106.3	105.6	106.1	106.4	106.7	107.0	106.8	107.1	107.5	108.1	109.6	110.0	110.6	111.7
Purchasing power of the dollar: U.S. As measured by															
Consumer prices (1982 - 84 = $1.000)	.880	.846	.854	.851	.847	.844	.840	.835	.832	.831	.830	.826	.822	.818	.812
Wholesale prices (1982 = $1.000)	.973	.935	.945	.939	.933	.928	.926	.925	.924	.923	.917	.905	.903	.897	.890
LABOR FORCE AND EMPLOYMENT[4]															
Civilian labor force (1,000 workers)	1,895.0	1,887.0	1,862.5	1,872.8	1,891.6	1,902.1	1,899.6	1,888.0	1,906.7	1,914.9	1,907.2	1,897.6	1,888.8	1,908.9	1,892.1
Unemployment	147.0	136.0	123.9	121.7	144.1	142.5	144.1	129.5	129.1	138.6	147.3	161.7	144.9	140.4	126.1
Unemployment rate	7.8	7.2	6.7	6.5	7.6	7.5	7.6	6.9	6.8	7.2	7.7	8.5	7.7	7.4	6.7
Employment	1,748.0	1,751.0	1,738.6	1,751.1	1,747.5	1,759.6	1,755.5	1,758.5	1,777.6	1,776.3	1,769.9	1,735.9	1,743.9	1,768.5	1,766.0
Nonagricultural	1,507.7	1,549.7	1,542.2	1,549.7	1,564.3	1,560.5	1,546.4	1,551.6	1,554.4	1,573.5	1,567.2	1,549.8	1,556.0	1,559.5	1,566.9
Manufacturing	368.8	379.0	376.5	378.4	382.8	381.0	380.2	380.1	380.8	382.0	380.7	381.0	383.8	382.7	385.3
Durable goods	178.0	184.4	182.8	183.6	185.8	186.0	184.5	185.2	186.9	187.3	187.0	186.9	187.5	187.0	188.6
Lumber and wood products	29.9	30.4	30.2	30.4	30.9	30.9	31.0	30.9	30.8	30.6	30.4	30.3	30.3	30.5	30.7
Stone, clay, glass products	9.7	10.2	10.0	10.1	10.2	10.3	10.2	10.2	10.3	10.4	10.4	10.2	10.1	10.1	10.1
Primary metals	25.5	27.0	26.9	26.9	27.1	26.9	27.1	27.4	27.6	27.7	27.8	27.9	28.1	28.0	28.2
Fabricated metals	22.0	21.5	21.5	21.5	21.5	21.2	21.5	21.3	21.3	21.3	21.2	21.5	21.5	21.5	21.6
Machinery (excl. electrical)	21.6	26.8	26.3	26.4	26.8	27.0	27.2	26.9	27.7	27.8	28.1	27.7	28.0	28.2	28.5
Electrical, electronic equip.	22.5	20.4	20.1	20.1	20.3	20.5	19.9	20.3	20.7	20.9	20.4	20.7	20.8	20.1	20.6
Transportation	28.6	29.5	29.2	29.5	30.1	30.6	28.9	29.4	29.7	29.7	29.9	29.9	29.9	29.7	29.8
Other durable goods	18.2	18.7	18.6	18.7	18.9	18.6	18.7	18.8	18.8	18.9	18.8	18.7	18.8	18.9	19.1
Nondurable goods	190.8	194.6	193.7	194.8	197.0	195.0	195.6	194.9	193.9	194.7	193.7	194.1	196.3	195.7	196.7
Food	31.2	32.2	31.6	31.7	32.2	32.4	32.9	32.6	32.8	32.8	32.6	32.6	33.0	32.7	33.6
Textile mill products	39.0	40.4	40.0	40.3	40.7	40.4	40.2	40.2	40.6	40.7	40.9	40.7	40.7	40.7	40.8
Apparel	55.9	56.2	56.3	57.1	58.0	56.4	56.9	56.3	55.1	55.0	54.2	54.9	56.5	56.0	56.2
Paper and allied products	21.1	21.1	20.9	20.9	21.2	21.3	21.2	21.1	20.8	21.7	21.3	21.1	20.9	21.0	20.9
Printing and publishing	12.7	12.7	12.8	12.7	12.6	12.5	12.5	12.5	12.5	12.7	13.0	13.1	13.2	13.2	13.0
Chemicals and allied products	11.2	11.1	11.2	11.1	11.0	10.8	11.0	11.0	11.1	11.1	11.3	11.2	11.3	11.2	11.3
Rubber products	17.5	18.6	18.6	18.7	19.0	18.8	18.6	18.9	18.7	18.4	18.0	18.1	18.3	18.5	18.4
Other nondurable goods	2.4	2.3	2.3	2.3	2.3	2.4	2.3	2.3	2.3	2.3	2.4	2.4	2.4	2.4	2.5
Nonmanufacturing	1,138.9	1,170.7	1,165.7	1,171.3	1,181.5	1,179.5	1,166.3	1,171.5	1,173.6	1,197.5	1,186.5	1,168.8	1,172.2	1,176.8	1,181.6
Mining and quarrying	11.3	11.2	11.1	11.1	11.1	11.4	11.1	11.0	11.3	11.4	11.3	11.4	11.3	11.3	11.3
Bituminous coal mining	8.1	7.7	7.6	7.7	7.7	8.0	7.6	7.4	7.8	7.8	7.4	7.5	7.4	7.3	7.3
Contract construction	75.1	77.4	77.0	78.7	80.7	81.1	80.2	78.7	78.2	77.0	76.5	71.4	72.1	73.2	74.3
Trans., comm., and utilities	73.3	79.0	78.6	79.1	79.6	80.4	80.2	79.1	78.9	79.2	79.1	79.2	79.3	79.7	79.4
Trade	331.7	339.5	334.6	337.2	339.9	339.0	341.3	341.4	344.0	347.9	355.2	344.7	341.6	341.9	343.2
Wholesale	78.4	79.5	79.5	79.6	79.9	79.3	79.6	80.0	80.4	80.2	80.3	80.1	80.0	80.4	80.7
Retail	253.3	259.9	255.1	257.7	260.0	259.7	261.7	261.4	263.6	267.7	274.9	264.7	261.6	261.5	262.5
Finance, insurance, real estate	70.5	70.2	69.7	69.9	70.6	71.1	70.7	70.6	70.6	70.6	70.8	70.2	70.6	71.1	71.1
Service and miscellaneous	276.5	284.4	285.6	285.8	286.6	286.6	287.4	288.8	282.8	283.3	284.3	282.1	284.0	285.9	287.5
Government	300.6	308.9	309.1	309.5	313.0	309.9	295.4	301.9	307.8	328.1	309.3	309.8	313.3	313.7	314.8
Federal	65.9	65.6	66.0	65.9	65.8	65.5	65.1	64.7	65.0	64.8	64.1	63.8	63.9	63.8	63.9
State and local	234.7	243.4	243.1	243.6	247.2	244.4	230.3	237.2	242.8	263.3	245.2	246.0	249.4	249.9	250.9

General Business Indicators

Type of Activity	Annual		1988									1989			
	1987	1988	Apr	May	June	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Apr
LABOR FORCE AND EMPLOYMENT CONT															
Other employment activity															
State Employment Service *(number)*															
Job applications	224,282	240,540	14,805	17,875	21,653	25,181	23,546	22,664	21,985	20,729	16,488	24,750	19,639	23,116	
Nonagricultural placements	96,391	107,113	7,452	8,816	7,324	15,639	13,802	9,591	8,553	8,494	6,711	6,593	7,002	8,377	
Unemployment compensation															
Initial benefit claims *(number)*	349,204	348,271	21,895	23,047	21,062	42,444	30,583	21,909	24,517	25,161	28,031	59,343	23,782	24,455	
Payments *($1,000)*	165,953	140,632	10,410	9,994	10,617	11,248	12,315	10,195	9,492	11,406	12,412	16,421	13,471	15,505	
County data *(civilian labor force and unemployment rate)*															
Autauga	16,116	15,782	15,470	15,590	15,640	15,850	15,920	15,970	16,080	16,240	16,090	15,800	15,990	16,050	15,920
	7.0	6.1	4.7	5.0	5.6	5.5	7.1	7.4	6.7	7.8	7.0	6.9	7.6	6.2	6.4
Baldwin	39,863	39,573	39,590	39,400	39,380	40,470	39,440	39,530	39,390	39,790	40,030	39,560	39,220	39,820	39,050
	7.6	8.1	8.6	7.5	8.4	8.6	7.1	8.6	7.4	7.8	8.6	9.0	7.7	7.4	6.4
Barbour	11,648	12,091	11,760	12,000	12,340	12,240	12,220	12,130	12,320	12,430	12,370	12,300	12,140	12,380	12,170
	8.0	7.5	7.1	7.0	8.5	8.3	8.6	7.3	7.0	7.0	7.4	10.1	8.5	7.8	7.1
Bibb	7,278	7,212	7,030	7,230	7,340	7,310	7,430	7,350	7,210	7,280	7,170	7,220	7,000	7,020	6,950
	11.1	10.0	9.1	8.1	9.3	9.0	9.9	8.8	9.5	9.9	13.9	16.3	8.6	7.9	7.7
Blount	17,620	17,172	17,120	17,110	17,100	16,990	17,180	16,980	17,190	17,250	17,410	17,160	17,010	17,220	16,990
	7.3	6.8	7.4	6.9	7.0	5.6	6.0	5.2	5.5	6.6	6.9	7.5	6.2	5.8	5.1
Bullock	3,801	4,405	4,240	4,320	4,590	4,570	4,460	4,380	4,460	4,540	4,410	4,390	4,220	4,220	4,230
	14.4	13.5	11.0	10.4	16.3	16.7	15.7	13.7	13.2	13.3	13.4	14.3	11.6	11.8	11.3
Butler	9,599	9,266	9,000	9,220	9,470	9,680	9,460	9,190	9,230	9,470	9,280	9,140	9,160	9,150	8,970
	10.6	10.4	8.9	7.5	8.2	8.6	11.4	11.0	12.2	13.8	13.3	15.9	15.8	12.8	11.7
Calhoun	51,596	52,094	51,240	51,280	51,970	52,130	52,190	52,050	52,140	52,490	52,810	52,400	51,980	51,430	51,870
	7.8	7.3	6.9	6.7	8.2	8.8	8.8	6.7	6.2	6.7	7.0	8.4	7.3	7.6	7.6
Chambers	17,510	17,075	17,080	17,050	17,110	17,120	17,090	16,940	17,070	17,120	17,110	16,840	16,600	16,730	16,520
	5.9	5.4	5.1	4.9	6.0	6.7	6.0	5.3	5.1	5.2	5.7	6.7	5.7	5.8	5.2
Cherokee	7,970	8,308	8,180	8,290	8,320	8,480	8,340	8,260	8,390	8,610	8,480	8,500	8,320	8,360	8,290
	8.7	7.5	5.7	6.0	7.5	11.1	9.2	7.1	6.6	6.9	7.7	10.4	8.3	7.3	8.0
Chilton	15,588	14,836	14,770	14,860	14,860	14,830	14,710	14,830	14,920	15,200	15,000	15,090	14,890	14,790	14,800
	9.5	7.9	6.9	6.6	7.5	7.6	8.0	7.7	7.3	8.4	9.5	10.1	8.1	7.7	7.3
Choctaw	7,003	7,078	7,070	6,970	7,100	7,240	7,180	6,980	7,030	7,390	7,060	7,130	7,000	6,960	6,910
	10.0	9.5	8.7	8.4	9.3	13.2	9.2	8.6	9.3	10.8	10.5	12.7	11.0	10.1	9.7
Clarke	11,461	11,513	11,460	11,410	11,500	11,480	11,550	11,470	11,330	11,460	11,630	11,510	11,320	11,340	11,070
	11.2	10.6	11.1	9.8	10.9	10.1	10.5	9.6	8.3	8.5	11.2	12.7	11.0	10.3	8.6
Clay	6,146	6,152	6,010	6,050	6,090	6,170	6,180	6,130	6,210	6,240	6,230	6,240	6,270	6,510	6,380
	8.9	7.7	8.1	7.5	9.1	9.3	9.1	7.4	6.7	5.8	6.6	7.3	6.8	14.6	5.7
Cleburne	5,431	5,433	5,370	5,430	5,380	5,360	5,430	5,410	5,710	5,830	5,640	5,610	5,490	5,640	5,740
	7.2	6.5	7.0	7.2	7.4	6.6	6.6	5.7	4.5	4.5	5.5	9.2	6.9	6.4	7.3
Coffee	17,960	18,068	17,900	17,980	18,080	18,010	18,000	17,810	18,260	18,320	18,080	18,010	18,000	18,300	18,100
	6.3	6.5	5.8	6.3	7.1	6.9	6.5	6.1	6.3	7.1	7.3	7.3	6.2	5.9	5.4
Colbert	23,872	23,713	23,370	23,510	23,750	24,000	23,680	23,540	23,950	24,020	24,220	24,050	23,940	24,280	23,850
	10.2	9.2	8.0	7.7	9.3	9.6	9.6	8.2	9.1	9.4	10.5	12.6	11.5	11.5	9.5
Conecuh	6,009	5,623	5,620	5,630	5,650	5,650	5,540	5,530	5,590	5,770	5,710	5,660	5,540	5,560	5,510
	16.0	10.9	12.0	9.5	10.7	10.3	10.4	10.2	9.3	9.9	12.6	12.3	11.4	10.8	9.7
Coosa	4,988	4,952	4,960	4,870	4,960	5,060	4,950	4,960	5,030	5,010	4,960	4,890	4,850	4,940	4,970
	5.5	6.2	6.0	5.3	6.3	7.5	6.4	5.8	5.5	7.2	8.1	8.2	7.4	7.7	5.8
Covington	17,413	17,374	17,070	17,210	17,250	17,350	17,320	17,070	17,480	17,890	18,060	17,800	17,560	17,650	17,420
	7.5	7.8	6.4	5.9	7.0	7.8	7.7	7.3	9.4	9.1	9.4	9.5	8.4	7.9	6.5
Crenshaw	6,538	6,777	6,620	6,710	6,810	6,830	6,880	6,820	6,990	7,120	6,900	6,920	6,810	6,930	6,850
	9.2	7.0	6.8	6.4	7.2	7.0	6.6	6.4	5.8	7.0	7.4	9.1	7.0	6.5	6.1
Cullman	31,713	32,049	31,730	32,000	32,630	32,170	32,300	32,260	32,610	33,060	32,770	32,580	31,990	32,420	32,270
	7.7	7.3	6.8	6.7	7.2	6.7	7.5	6.7	6.8	7.3	7.7	8.7	7.6	7.1	5.9
Dale	17,831	17,971	17,780	17,980	18,240	18,130	17,940	17,920	18,230	18,290	18,420	18,130	18,010	18,310	18,180
	7.5	7.8	6.9	7.9	9.0	8.3	7.8	7.6	8.3	8.4	8.6	8.9	8.1	8.2	7.0
Dallas	21,371	20,411	20,150	20,110	20,700	20,810	20,630	20,270	20,480	20,470	20,350	20,140	19,970	20,090	19,900
	14.6	12.1	11.2	10.7	12.4	12.3	12.9	12.2	11.4	11.4	11.9	12.5	12.1	11.3	10.8
DeKalb	29,014	29,821	29,330	29,760	30,170	30,290	30,150	29,650	30,320	30,670	30,410	30,170	29,830	30,470	30,230
	7.8	7.3	7.0	6.5	7.6	7.9	7.4	6.8	6.7	7.3	7.8	9.1	8.4	8.4	7.0
Elmore	21,000	21,508	21,270	21,500	21,530	21,690	21,460	21,450	21,710	21,830	21,760	21,430	21,590	21,860	21,540
	5.9	5.8	5.1	5.8	6.2	5.6	5.7	5.7	5.5	6.1	5.9	6.1	6.3	5.9	5.3
Escambia	16,782	16,373	16,180	16,220	16,800	16,290	16,370	16,230	16,450	16,730	16,530	16,380	16,200	16,350	16,100
	10.4	9.7	9.9	9.5	10.3	9.5	9.9	8.8	8.6	10.2	11.0	11.8	10.4	9.6	9.5
Etowah	43,120	42,183	41,480	41,450	42,220	42,670	42,470	42,540	42,540	42,850	42,710	42,330	42,080	42,800	42,030
	9.2	8.4	7.1	7.0	9.0	8.0	7.9	8.4	8.1	9.8	10.2	11.4	10.1	10.2	7.9
Fayette	7,636	7,478	7,400	7,400	7,370	7,410	7,350	7,530	7,540	7,680	7,570	7,620	7,670	7,650	7,630
	10.6	8.1	7.9	7.6	8.3	7.7	7.1	7.3	7.0	7.8	8.0	10.2	10.2	7.9	8.1
Franklin	15,130	14,549	14,250	14,320	14,590	14,770	14,810	14,390	14,660	14,760	14,690	14,670	14,510	14,770	14,510
	10.1	10.8	8.4	8.4	9.9	10.1	10.5	8.8	14.2	13.5	11.8	13.2	12.3	11.4	10.6
Geneva	10,443	10,563	10,270	10,440	10,670	10,570	10,390	10,580	11,000	10,960	10,800	10,740	10,640	10,740	10,690
	6.2	5.5	4.9	4.8	5.5	5.9	5.2	5.5	5.8	5.5	5.9	6.3	5.6	5.3	5.0
Greene	3,743	3,646	3,520	3,590	3,680	3,690	3,660	3,590	3,630	3,780	3,650	3,750	3,650	3,660	3,610
	15.3	11.8	10.5	11.2	12.5	11.6	12.5	9.3	9.2	10.1	11.0	14.5	11.9	11.5	10.7
Hale	6,105	6,067	5,910	6,070	6,160	6,150	6,040	6,010	6,120	6,380	6,240	6,280	6,150	6,250	6,130
	8.2	7.8	7.3	6.9	8.2	8.0	7.9	7.0	6.5	7.7	8.4	10.8	8.3	8.0	7.0
Henry	6,766	6,960	6,860	6,970	6,990	6,900	6,950	7,000	7,110	7,370	7,120	7,070	6,890	6,890	6,720
	6.6	6.2	5.7	6.1	7.6	7.1	7.7	6.1	5.2	5.7	5.6	7.7	6.9	6.5	6.0
Houston	40,014	40,337	39,880	40,180	40,630	41,140	40,440	40,300	40,540	40,730	40,920	40,630	40,350	40,930	40,810
	5.8	5.5	4.6	5.1	6.0	7.0	5.9	5.5	5.1	5.3	5.3	6.5	5.6	5.5	4.7
Jackson	20,929	20,804	20,690	20,840	21,450	20,800	20,620	20,520	20,430	20,580	20,790	21,150	20,620	20,680	20,610
	9.4	12.0	9.6	9.7	13.0	13.8	13.8	12.7	12.8	13.3	14.7	17.2	15.0	13.5	12.4
Jefferson	338,868	331,653	327,170	328,460	331,430	333,350	336,810	333,320	335,940	333,140	335,760	330,350	330,160	334,580	332,120
	6.5	5.8	5.4	5.3	6.3	6.1	6.5	5.8	5.6	5.6	5.7	6.2	5.6	5.5	5.2
Lamar	8,675	8,518	8,420	8,380	8,530	8,590	8,350	8,510	8,540	8,810	8,590	8,540	8,460	8,690	8,600
	6.9	6.2	5.5	4.7	6.6	8.9	5.7	6.6	6.1	6.0	5.9	7.1	6.1	6.5	6.8
Lauderdale	36,490	36,645	36,370	36,510	36,630	36,970	37,000	36,540	36,830	36,820	37,330	36,530	36,630	36,980	36,610
	8.2	7.5	7.0	6.5	7.4	7.6	8.9	6.9	6.9	7.0	8.6	9.4	9.0	8.5	7.3
Lawrence	11,918	12,687	12,460	12,460	12,770	12,740	13,070	12,530	12,590	12,640	13,000	13,130	12,880	12,860	12,650
	12.7	10.5	9.4	8.3	9.9	10.1	13.3	9.2	9.1	9.3	12.2	14.1	12.9	12.4	9.8

General Business Indicators

Type of Activity	Annual		1988									1989			
	1987	1988	Apr	May	June	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Apr
Labor Force and Employment cont.															
Lee	38,259	38,786	38,370	38,640	38,550	38,800	38,990	39,150	39,750	39,700	39,500	39,030	39,180	39,750	39,440
	5.4	5.1	4.5	4.8	5.7	6.2	5.5	5.0	4.9	5.0	5.0	5.0	4.4	4.4	3.7
Limestone	30,096	30,997	30,800	31,000	31,370	31,610	30,560	31,510	32,040	32,210	31,450	31,100	30,750	30,590	30,420
	6.5	6.1	5.2	5.1	6.3	6.4	7.6	5.0	5.1	6.0	6.5	7.8	6.9	6.4	5.5
Lowndes	4,688	5,347	4,760	5,010	5,680	5,730	5,780	5,790	5,860	6,050	5,960	5,960	6,230	6,390	6,450
	19.3	14.3	14.5	13.4	14.4	13.8	14.3	11.7	11.1	11.2	11.7	13.7	12.6	11.7	10.7
Macon	10,563	10,389	10,260	10,440	10,380	10,530	10,430	10,320	10,380	10,400	10,280	10,270	10,180	10,190	10,010
	6.7	7.6	6.5	7.5	9.2	8.3	8.3	7.2	7.2	7.6	7.8	9.4	8.1	7.0	6.3
Madison	130,399	132,750	130,360	131,470	133,430	134,170	134,090	134,170	135,130	134,880	136,170	133,930	133,930	135,050	134,840
	5.2	5.1	4.8	4.6	5.8	5.6	5.5	5.0	4.7	5.1	5.3	5.7	5.3	5.0	4.5
Marengo	9,838	9,588	9,460	9,580	9,730	9,760	9,600	9,510	9,610	9,760	9,740	9,420	9,370	9,460	9,380
	8.4	7.2	6.9	6.5	7.3	7.4	7.1	6.6	6.2	6.6	8.1	8.5	7.6	7.2	6.7
Marion	15,548	15,624	15,580	15,490	15,910	15,920	15,770	15,550	15,610	15,650	15,320	15,680	15,200	15,280	15,220
	10.7	8.5	7.1	6.2	6.7	7.7	6.5	7.1	7.6	8.5	9.2	12.9	9.3	8.6	9.2
Marshall	37,288	38,209	37,840	38,250	38,420	38,530	38,400	38,220	38,500	39,540	38,930	38,890	38,600	38,620	38,430
	7.9	7.8	8.4	7.6	7.3	6.8	7.0	6.1	6.4	10.0	8.4	9.4	8.4	8.0	6.4
Mobile	172,319	169,208	167,320	168,210	169,070	171,350	170,640	167,700	169,030	171,310	172,480	170,570	170,930	172,520	170,030
	9.7	9.2	8.6	8.4	9.8	8.8	9.3	8.9	8.8	9.5	10.4	10.9	10.5	9.7	9.1
Monroe	9,708	9,641	9,440	9,540	9,670	9,760	9,680	9,510	9,810	9,950	9,790	9,840	9,780	9,970	9,730
	11.7	9.8	9.5	9.6	10.6	10.3	9.3	7.8	9.6	10.4	10.6	12.1	12.0	12.2	10.8
Montgomery	100,183	99,398	98,560	99,380	99,920	100,940	99,670	98,910	100,060	100,460	100,250	99,320	99,120	100,700	99,410
	6.5	6.3	5.9	6.3	7.1	6.7	6.7	6.0	5.7	6.2	6.2	6.9	6.2	6.1	5.8
Morgan	46,674	46,803	46,140	46,590	47,610	47,180	47,670	47,610	46,690	47,060	47,720	46,970	46,400	47,120	46,520
	8.5	7.6	6.8	6.6	7.9	7.4	9.4	7.0	6.6	7.2	8.8	8.5	7.9	9.0	6.5
Perry	5,363	5,608	5,410	5,510	5,660	5,710	5,660	5,610	5,730	6,050	5,960	5,860	5,780	5,810	5,700
	11.8	10.1	7.7	7.5	9.7	9.2	9.4	7.8	7.2	10.2	17.8	16.9	11.1	9.4	7.4
Pickens	7,268	7,168	7,030	7,130	7,200	7,240	7,110	7,140	7,250	7,360	7,330	7,330	7,190	7,270	7,150
	11.2	10.2	11.2	9.8	11.5	11.3	10.1	8.3	8.2	8.0	9.6	11.9	10.8	10.0	10.0
Pike	12,545	12,639	12,550	12,810	12,530	12,350	12,210	12,880	13,080	13,160	12,580	12,990	12,900	13,140	12,970
	7.0	6.2	5.0	5.9	6.8	6.9	7.3	6.7	5.6	5.7	7.0	6.8	5.9	6.1	5.3
Randolph	9,586	9,341	9,210	9,240	9,130	9,270	9,290	9,200	9,600	9,580	9,610	9,530	9,370	9,520	9,320
	6.4	6.7	6.3	5.4	7.5	9.1	9.5	7.6	6.4	5.3	6.4	7.2	6.3	6.5	5.8
Russell	22,475	23,306	23,130	23,330	23,250	23,420	23,330	23,240	24,090	23,270	23,520	22,850	22,960	23,080	22,980
	7.1	6.3	6.0	5.9	6.2	6.3	5.4	5.5	8.1	6.4	6.3	6.2	5.8	5.1	4.6
St. Clair	21,388	21,522	21,220	21,330	21,470	21,730	21,710	21,550	21,750	21,670	21,940	21,730	21,640	22,110	21,740
	6.0	6.0	5.5	5.6	6.3	6.7	6.0	5.6	5.5	6.0	6.6	7.6	6.8	7.3	6.2
Shelby	40,103	40,287	39,790	39,970	40,330	40,690	40,710	40,410	40,690	40,640	40,970	40,530	40,330	40,840	40,390
	5.0	4.6	4.2	4.2	5.2	5.3	4.7	4.3	4.0	4.8	4.9	5.9	4.9	4.6	4.1
Sumter	5,919	5,585	5,470	5,430	5,560	5,620	5,600	5,690	5,730	5,830	5,690	5,750	5,640	5,750	5,650
	12.6	10.0	9.6	7.9	12.6	11.9	11.5	8.8	7.1	7.7	9.4	10.8	7.7	8.1	7.6
Talladega	32,228	31,840	31,190	31,620	32,140	32,310	32,260	31,980	32,140	32,110	32,500	31,920	31,810	32,090	31,880
	9.6	10.0	9.6	9.9	10.8	11.4	10.9	9.6	9.6	10.3	10.6	12.3	11.3	10.5	9.7
Tallapoosa	18,992	18,483	18,200	18,280	18,640	18,720	18,590	18,340	18,700	18,670	18,570	18,440	18,290	18,520	18,510
	6.5	6.3	6.8	5.4	7.2	6.9	6.5	5.6	6.1	6.0	5.8	7.2	5.7	5.7	5.8
Tuscaloosa	69,623	70,020	69,370	69,090	68,130	68,980	69,840	70,530	71,660	71,540	71,870	70,880	70,920	72,000	71,680
	6.1	5.4	4.9	5.0	6.1	5.7	5.8	5.4	5.0	5.0	5.5	6.0	5.4	5.4	5.0
Walker	26,983	28,521	28,020	27,840	28,210	28,280	28,620	28,800	28,990	28,910	29,290	29,190	29,070	29,250	29,590
	11.0	9.1	8.3	7.3	8.7	8.1	8.7	9.5	9.2	9.7	10.3	11.9	11.1	10.3	11.8
Washington	5,719	6,583	6,440	6,490	6,660	6,640	6,610	6,660	6,740	6,900	6,950	7,000	6,950	6,990	6,750
	13.4	11.0	9.3	8.6	11.1	12.1	12.5	12.3	11.6	12.0	14.1	14.2	13.4	13.2	10.3
Wilcox	4,407	4,243	4,270	4,220	4,300	4,240	4,190	4,210	4,200	4,480	4,350	4,200	4,260	4,270	4,090
	12.6	12.1	12.7	9.7	11.4	12.4	13.0	12.3	10.5	12.0	15.3	16.7	17.7	16.0	12.6
Winston	9,883	10,401	10,290	10,240	10,710	10,690	10,620	10,400	10,610	10,710	10,510	10,600	10,460	10,370	10,350
	13.9	10.8	9.8	8.6	9.5	10.0	8.6	8.0	11.2	10.6	11.9	14.1	14.9	10.8	8.6
Trade															
Foreign:															
Shipments by water: Port of Mobile[5] *(1,000 tons)*	29,363	32,684	2,603	2,351	2,473	3,030	2,661	2,701	3,970	2,668	2,646	3,123	2,788	3,067	2,736
Domestic:															
Electric energy consumption: non-industrial purposes *(1,000,000 kwh)*	28,038	28,507	1,914	2,039	2,583	3,047	3,123	2,582	1,966	1,820	2,263	2,338	2,120	2,193	
Gasoline sales[6] *(1,000 gallons)*	2,084,218	2,072,236	169,798	178,199	181,419	173,666	175,002	179,095	155,015	190,201	186,652	161,069	158,657		
New passenger car registrations[7] *(number)*	140,070	133,614	11,408	12,351	11,654	11,208	11,045	11,502	10,571	10,060	11,594	9,256	8,572	9,762	10,212
Taxable retail sales by kind of business: state totals[8] *($1,000,000)*															
Food	4,093	4,117	344	339	361	358	347	344	344	338	371	343	330	249	
General merchandise	2,862	3,046	253	246	247	237	247	236	253	294	413	198	197	160	
Apparel	853	933	71	68	70	67	81	75	79	90	140	51	52	81	
Furniture, furnishings, etc.	977	1,029	80	79	87	84	85	87	81	91	127	75	69	77	
Automotive	4,018	4,230	378	399	399	370	388	344	320	301	330	303	303	366	
Gasoline service stations	286	295	25	26	26	26	27	24	24	23	26	27	21	25	
Lumber and building materials	1,677	1,712	157	161	164	149	156	148	152	133	134	116	103	131	
Hardware and farm implements	228	236	22	21	22	19	20	20	20	18	23	18	15	18	
Eating places	1,791	1,910	162	162	167	170	166	160	163	155	173	149	143	163	
Drug stores	391	418	35	36	34	32	33	33	32	32	48	39	34	33	
All other retail	1,533	1,639	126	126	125	119	128	128	132	147	233	129	124	131	
Total sales by retail concerns	18,709	19,565	1,653	1,663	1,702	1,632	1,677	1,599	1,600	1,624	2,018	1,446	1,391	1,434	
Nonretail & unclassified concerns	3,160	3,412	277	294	307	280	311	307	288	281	306	280	275	279	
Total all sales at retail	21,868	22,976	1,930	1,957	2,009	1,912	1,988	1,906	1,888	1,904	2,324	1,726	1,666	1,714	

GENERAL BUSINESS INDICATORS

Type of Activity	Annual		1988									1989			
	1987	1988	Apr	May	June	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Apr
TRADE CONTINUED															
Taxable retail sales, Metropolitan Statistical Areas and counties[6] ($1,000)															
MSAs															
Anniston	602,268	204,508	7,561	7,010	8,321	6,815	8,536	7,397	5,956	6,253	8,687	5,890	5,566	7,406	
Birmingham	5,797,096	5,898,566	499,906	500,248	528,342	493,398	513,159	496,082	475,525	454,828	566,940	451,096	430,240	431,251	
Decatur	649,766	685,383	59,704	57,932	59,670	57,702	60,483	56,191	57,874	56,777	68,388	50,805	46,000	48,559	
Dothan	696,013	706,490	61,017	60,854	61,178	61,178	60,697	57,881	55,732	58,517	70,047	59,362	59,403	59,346	
Florence	718,517	765,989	64,160	65,026	65,003	62,499	67,305	62,740	64,038	65,374	82,427	62,172	57,907	63,414	
Gadsden	524,919	556,884	47,538	46,532	50,060	46,994	48,898	44,563	43,704	44,730	57,407	38,959	36,402	37,213	
Huntsville	1,302,226	1,350,706	118,476	116,998	119,066	112,825	115,374	108,698	108,570	109,915	131,525	116,805	111,291	112,959	
Mobile	2,312,321	2,353,182	202,490	210,418	206,806	203,961	203,541	191,294	190,869	182,891	226,904	201,020	188,421	191,562	
Montgomery	1,719,824	1,777,205	149,083	158,008	156,942	146,817	154,581	148,178	140,419	144,155	180,243	152,929	142,818	157,419	
Tuscaloosa	739,660	767,381	64,052	65,086	67,236	62,686	68,089	64,022	62,043	63,316	76,546	60,458	59,137	53,878	
Counties															
Autauga	122,285	128,796	11,524	11,252	11,482	11,675	11,955	10,677	10,518	9,853	11,702	13,166	12,205	10,157	
Baldwin	374,180	389,213	34,423	34,970	38,019	39,629	36,640	31,189	30,886	27,523	33,077	35,137	33,675	37,396	
Barbour	84,828	85,487	7,143	7,069	7,928	7,468	7,210	7,151	7,027	6,832	8,384	6,641	6,454	7,385	
Bibb	51,658	51,756	4,383	4,373	4,688	4,448	4,637	4,366	4,359	4,646	4,430	3,431	3,294	3,023	
Blount	110,515	114,877	9,975	10,179	9,906	9,784	9,988	9,633	9,649	10,084	10,505	8,435	8,133	7,774	
Bullock	25,271	23,550	1,906	1,782	1,853	1,853	1,701	1,825	1,853	1,938	2,492	1,777	1,669	2,020	
Butler	62,697	61,472	5,422	5,240	5,395	5,042	5,337	5,086	4,940	4,663	5,715	4,734	4,369	4,955	
Calhoun	602,268	625,007	53,835	54,385	54,304	52,335	55,220	53,124	51,164	52,022	60,646	45,086	42,611	43,016	
Chambers	125,636	124,292	10,561	11,496	10,986	10,323	10,822	10,029	10,090	10,130	10,408	9,808	9,814	10,036	
Cherokee	51,230	54,494	4,683	4,925	5,192	4,320	4,613	4,356	4,390	4,552	4,607	4,862	4,823	5,851	
Chilton	122,615	133,124	11,792	11,479	12,339	11,390	11,798	10,163	10,734	11,109	11,795	8,949	8,844	9,117	
Choctaw	38,404	36,899	3,091	3,039	3,147	3,063	2,934	3,128	2,973	3,021	3,555	2,734	2,646	2,968	
Clarke	104,604	105,518	8,807	9,087	9,609	9,390	9,279	8,936	8,506	8,294	9,730	7,955	7,540	8,251	
Clay	31,968	32,592	2,723	2,942	2,845	2,939	3,057	2,593	2,825	2,297	3,027	2,829	2,768	2,808	
Cleburne	26,929	28,735	2,369	2,384	2,569	2,452	2,850	2,463	2,439	2,271	2,637	2,600	2,179	2,567	
Coffee	211,223	207,948	19,599	17,367	17,275	16,960	18,669	18,444	16,612	17,305	18,029	14,105	15,757	12,972	
Colbert	293,782	315,433	26,858	26,995	27,271	25,638	29,082	26,075	27,597	26,703	30,565	27,551	25,670	26,639	
Conecuh	32,476	29,112	2,697	2,312	2,334	2,494	2,438	2,480	2,199	2,533	2,657	3,034	2,400	2,642	
Coosa	12,707	13,534	1,070	1,117	1,192	1,121	1,275	1,095	1,049	1,482	1,162	964	1,027	1,180	
Covington	142,938	141,218	12,247	12,528	12,520	11,544	12,513	11,858	11,297	11,432	12,639	12,434	12,612	13,968	
Crenshaw	40,376	40,628	3,254	3,256	3,653	3,332	3,608	3,598	3,445	3,348	3,777	3,487	3,522	3,902	
Cullman	269,229	280,254	24,720	25,016	24,451	24,531	24,835	23,820	23,215	21,720	26,043	22,767	21,458	21,697	
Dale	121,159	127,380	11,435	10,936	11,048	11,116	11,112	10,980	11,029	10,109	11,685	11,175	10,543	10,500	
Dallas	219,565	217,725	18,649	19,461	19,623	18,965	19,217	17,376	17,624	18,109	19,882	15,062	14,631	13,885	
DeKalb	212,053	227,150	19,570	19,636	20,612	19,044	19,784	19,276	19,195	18,369	20,797	15,027	14,864	14,889	
Elmore	111,814	116,873	10,365	10,955	11,039	10,003	9,773	9,802	9,117	8,769	10,381	11,428	10,999	12,461	
Escambia	136,495	137,538	11,910	12,203	12,274	11,182	12,711	11,438	10,843	10,578	13,144	9,290	9,203	10,210	
Etowah	524,919	556,884	47,538	46,532	50,060	46,994	48,898	44,563	43,704	44,730	57,407	38,959	36,402	37,213	
Fayette	66,589	65,746	5,945	5,546	5,895	5,399	5,545	5,357	5,278	5,156	6,886	4,436	4,415	5,231	
Franklin	108,599	114,107	9,890	10,240	10,526	9,203	9,985	9,585	9,511	9,461	10,960	7,834	7,161	7,161	
Geneva	131,414	119,842	10,357	10,062	9,976	9,555	10,029	9,858	9,778	11,412	10,697	4,582	4,417	5,061	
Greene	18,730	19,548	1,746	1,696	1,910	1,694	1,749	1,670	1,532	1,639	1,572	1,794	1,710	1,806	
Hale	30,315	29,476	2,406	2,436	2,589	2,754	2,552	2,510	2,498	2,415	2,743	2,710	2,420	2,703	
Henry	41,338	43,429	3,729	3,514	3,485	3,675	3,676	3,843	3,945	3,957	4,293	3,224	3,510	3,388	
Houston	574,844	579,110	49,582	49,918	50,130	50,062	49,585	46,901	44,703	48,408	58,362	48,187	48,860	48,846	
Jackson	166,029	175,743	15,562	15,211	15,990	14,310	15,092	15,248	15,948	14,546	16,258	12,508	12,289	13,726	
Jefferson	4,822,225	4,869,271	411,071	410,479	438,047	405,074	422,729	410,386	390,994	372,457	474,999	370,826	350,822	355,422	
Lamar	37,102	34,223	2,937	2,906	3,028	2,697	2,963	2,831	2,742	2,842	3,453	2,873	2,777	3,424	
Lauderdale	424,735	450,556	37,302	38,031	37,732	36,861	38,223	36,665	36,441	38,671	51,862	34,621	32,237	36,775	
Lawrence	65,221	68,262	5,750	5,925	5,981	5,924	5,957	5,388	5,768	5,718	6,933	5,187	4,848	4,492	
Lee	403,068	422,561	36,535	35,895	35,253	32,796	34,427	36,233	35,169	38,754	41,755	33,397	30,993	31,583	
Limestone	195,876	203,236	17,652	18,415	17,892	17,196	17,798	16,253	17,329	15,719	19,456	15,859	14,778	15,118	
Lowndes	21,658	22,179	1,846	1,869	1,894	1,973	1,764	2,020	1,594	1,838	2,437	1,639	1,773	2,116	
Macon	53,662	49,815	4,518	4,448	4,437	4,240	4,283	4,178	3,524	3,482	3,913	4,839	4,792	5,167	
Madison	1,302,226	1,350,706	118,476	116,998	119,066	112,825	115,374	108,698	108,570	109,915	131,525	116,805	111,291	112,959	
Marengo	81,060	82,408	6,940	6,639	6,959	6,717	7,148	7,178	7,173	7,187	7,642	6,819	6,884	6,157	
Marion	110,875	115,321	9,949	9,902	10,008	9,545	9,836	9,637	9,463	9,811	10,993	9,071	7,827	8,794	
Marshall	427,632	447,062	39,718	38,962	39,107	38,874	39,358	36,594	36,174	37,224	42,147	32,173	31,110	33,593	
Mobile	1,938,141	1,963,969	168,067	175,448	168,787	164,332	166,901	160,105	159,983	155,368	193,827	165,883	154,746	154,166	
Monroe	73,217	77,844	6,713	6,651	7,067	6,380	6,701	6,448	6,256	6,788	7,578	7,402	7,162	9,009	
Montgomery	1,485,725	1,531,536	127,194	135,801	134,421	125,139	132,853	127,699	120,784	125,533	158,160	128,335	119,614	134,801	
Morgan	584,545	617,121	53,954	52,007	53,689	51,778	54,526	50,803	52,106	51,059	61,455	45,618	41,152	44,067	
Perry	23,734	22,611	1,926	1,794	1,957	1,953	1,859	2,102	1,673	1,737	2,172	1,969	1,931	2,510	
Pickens	42,458	41,890	3,592	3,700	3,893	3,860	3,607	3,164	3,329	3,453	3,924	3,742	3,642	4,370	
Pike	115,053	117,239	10,254	9,626	10,424	9,662	9,925	10,273	9,641	9,342	10,801	11,355	10,386	10,203	
Randolph	59,796	61,268	5,027	5,107	4,967	4,708	4,866	5,172	5,157	4,671	6,573	5,547	5,203	4,717	
Russell	131,628	131,119	11,627	11,496	12,018	10,718	11,529	10,369	10,449	10,137	12,661	11,194	11,165	13,089	
St. Clair	151,136	151,296	13,086	13,253	13,028	13,200	12,946	12,574	11,915	11,620	13,958	10,853	11,282	11,789	
Shelby	349,404	372,425	31,622	32,912	33,636	32,071	32,492	30,506	30,982	29,494	31,154	32,226	32,570	30,850	
Sumter	32,578	33,499	2,747	2,674	3,714	2,606	2,795	2,651	2,988	2,991	3,101	2,920	2,738	2,624	
Talladega	299,552	322,709	28,551	30,455	28,544	28,979	27,155	26,637	25,677	24,737	30,135	26,485	26,275	27,858	
Tallapoosa	152,999	156,638	13,525	14,076	14,822	13,747	13,177	12,596	12,388	12,758	13,805	9,828	9,324	10,136	
Tuscaloosa	739,660	767,381	64,052	65,086	67,236	62,686	68,089	64,022	62,043	63,316	76,546	60,458	59,137	53,878	
Walker	363,816	390,697	34,152	33,425	33,725	33,269	35,004	32,483	31,985	31,173	36,324	28,756	27,433	25,416	
Washington	22,573	22,054	1,880	1,844	2,236	2,123	1,651	1,672	1,778	1,638	1,818	1,891	1,821	1,931	
Wilcox	23,251	20,459	1,759	1,644	1,643	1,665	1,692	1,593	1,692	1,712	2,121	2,138	1,972	2,267	
Winston	92,401	97,316	8,761	8,372	8,886	8,513	8,828	7,834	8,264	7,857	8,955	6,690	6,097	5,837	
Statewide[6]	1,839,693	2,406,866	166,740	179,810	190,988	184,497	201,630	200,689	221,579	254,072	329,602	99,659	117,636	121,161	

NOTE: Throughout this table, details do not necessarily add to totals due to rounding.

[1]Estimated total for calendar month based on adjustment of weekly data.

[2]Individual months may not add to annual totals due to late revisions in annual data.

[3]These data may not be reused in any manner without the express permission of Dodge\DRI Construction and Real Estate Information Service.

[4]Civilian labor force, unemployment, and total employment are adjusted by place of residence, and total nonagricultural employment and its components are by place of work. All monthly data are adjusted to a March benchmark of the previous year.

[5]Includes both inbound and outbound shipments by water moving through private facilities as well as through the Alabama State Docks; excludes tonnage for military installations.

[6]Gross gallons of gasoline as reported by wholesale distributors.

[7]These data may not be reused in any manner without the express permission of R.L. Polk and Company.

[8]Retail sales data represent sales at retail which are subject to sales tax as reported to the Alabama Department of Revenue under the definition of the Alabama Sales Tax Law. Total sales figures include taxable sales at retail by wholesalers and other nonretail firms as well as retail concerns. Sales at retail thus defined should not be confused with all sales (including nonretail sales) by retail concerns as reported in the Census of Retail Trade. Monthly sales figures are preliminary and subject to revision on a continuing basis. ***Sales figures for the two latest months are normally low because they do not yet include data from late reporters.*** Retail sales historical data prior to 1984 are not available for the new series. The "Statewide" category in the "County" section provides sales figures which are not attributable to individual countries; it does not represent a state total. MSA and county level sales are estimated for multi-county firms using the 1985 disaggregation survey conducted by the Alabama Department of Revenue. Data estimates, thus, may not reflect current disaggregations for these firms.

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